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DEPT PASS SMALL BUSINESS ADMINISTRATION  
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WHITE HOUSE FOR OSTP GARDNER  
DOE FOR SCIENCE & INTL SCIENCE AND TECHNOLOGY COOPERATION  
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SUBJECT: FRENCH INNOVATION EVENT: SEEKING U.S. PARTICIPATION

PLEASE DISSEMINATE THIS MESSAGE WIDELY IN USG INNOVATION  
COMMUNITY. THIS IS AN ACTION MESSAGE. PLEASE SEE PARA 11.

1. Summary: Eminent scientist and former French presidential scientific advisor Professor Jean Audouze called on Embassy recently to urge U.S. participation in the second European Research and Innovation Exhibition and associated conference to be held June 8-11, 2006 in Paris. The Embassy views this event as a unique opportunity for USG technology and innovation officials and representatives of U.S. scientific agencies, as well as private science institutions (e.g., AAAS, the National Academies), to gain a better understanding of the research and innovation developments underway in France and Europe. In 2005, the Government of France in particular has dramatically re-oriented its research and innovation sector.

2. Summary continued: The Embassy herewith conveys Professor Audouze's request that a U.S. delegation participate in the June event to engage French and European counterparts and discuss developments on the U.S. front. In addition to cementing U.S., French, and European research ties, U.S. participation would also present a public diplomacy opportunity, as U.S. research and innovation architecture and policies are widely envied and modeled in Europe. A U.S. technology delegation might also visit the new French Agence Nationale de la Recherche, as well as revitalized poles of competitiveness. End summary.

Inviting in U.S. Participation  
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3. On October 25, astrophysicist Jean Audouze called on Embassy officers to promote U.S. participation in the second European Research and Innovation Exhibition (ERIE), to be held in Paris on June 8-11, 2006. A renowned scientist (see para 12), Audouze is the founder of this initiative, which first took place in June 2005. He is also Chairman of the Exhibition Scientific Committee that includes eighty distinguished members.

What's it all about?  
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4. The exhibition and associated conference is designed to bring together the major players in scientific, entrepreneurial, and institutional circles: public and private research laboratories, innovative SMEs, start-ups, universities and elite colleges, technology centers, institutional players, legal, financial, and industrial partners, and associations. ERIE also seeks to attract and inform the public and to "convince more young people that the R&D sector deserves their attention."

5. The metrics of last year's event were impressive: It attracted 24,000 visitors (55% employed as science professionals; 36% associated with R&D; and 35% managers) during its three-day duration. One hundred and thirty exhibitors came from 41 countries and 160 speakers participated in 90 conferences and round-table discussions.

2006 - Special Year  
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6. The four-day event (June 8-11, 2006) will tackle a range of research, scientific, and innovation themes: mathematics and computer science; fundamental physics and chemistry; life sciences; earth and space sciences; engineering processes and science; political science, law and economics; human and social sciences; health; energy; land transportation; aeronautics and space; construction and habitat; materials; education; new information and media technologies; administration of research and innovation; funding research and innovation. Audouze said that the 2006

event would also highlight the extensive institutional changes in research in France and Europe in 2005 and 2006. The event also hopes to focus attention on R&D developments in the energy sector, e.g., clean cars, hydrogen and fuel cells, nuclear fusion (ITER).  
India and beyond  
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17. Besides the almost 100 scheduled conferences and round-tables, visitors will be able to attend exhibitors' presentations (workshops, experiments, films, educational games). The 2005 event featured Hungarian research. Next year's guest-of-honor will be India, highlighting the organizers' intent to broaden its dimension beyond Europe. U.S. star performance  
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18. Five levels of participation:

- U.S. speakers in conferences;
- Written contributions to the 2006 Exhibition Directory;
- Identification of U.S. leaders of the scientific community to join the Scientific Committee to help guide the organization of future events and the selection of guest speakers. (For more information on existing members of the scientific committee, see <http://www.salon-de-la-recherche.com/UK-1/the-scientific-committee.html>.)
- Presence of U.S. exhibitors (USG agencies, universities, and U.S. firms with research interests/capabilities);
- U.S. senior officials to participate in inaugural event and other key sessions. (Organizers expect senior European and Indian research representation.)

The right stuff  
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19. In France and in Europe the research mantra continues to resonate strongly. At the EU level, the Commission sees 2006 as a "critical year" for Lisbon action (aimed at increasing investment in European R&D to three percent of GDP by 2010). In France, the long-awaited Research and Innovation Bill (see Paris 7023) should be adopted in early 2006, leading to the implementation of new structures to reinforce France's strategic orientation capacities and increase the international competitiveness of research labs. U.S. Embassy Paris views the June 2006 ERIE as an unique opportunity for USG representatives to meet new, key players in the French and EU R&D field.

110. ERIE is also an opportunity to promote U.S. efforts and achievements in areas of worldwide interest and concern (climate change/environmental protection/earth observation, sustainable development, biomedical research/genetics, food safety, human health) and to highlight collaborative prospects offered by researchers and innovators in the U.S. French organizers consider participation wide open for any U.S. agency or association interested in innovation and science. Audouze thought the following agencies or scientific associations might find participation valuable: OSTP, NSF, DOE, HHS, NIH, OES, NOAA, NIST, ATP, SBA, SBIR, AAAS, and NAS.

111. ACTION: The ERIE scientific committee plans to meet with French Ministry of Research officials during the second half of November to refine topics for the 2006 event. Professor Audouze has invited an Embassy representative to participate in the planning session. Embassy would appreciate feedback soonest whether addressee agencies might be interested in participating in the June event. (Regrettably, the Embassy would be unable to underwrite travel/per diem for U.S. participants.) For further information, see the bilingual website: [www.european-research-exhibition.com](http://www.european-research-exhibition.com); [www.salon-de-la-recherche.com](http://www.salon-de-la-recherche.com).

112. Biography: Jean Audouze, astrophysicist and senior researcher at the National Center for Scientific Research (CNRS), served as Scientific Advisor to the President from 1989 to 1993, and Director of the Palais de la Decouverte (Paris' original science museum) from 1998 to 2004. Earlier in his career (1974 to 1989), he lectured in physics at the Ecole Polytechnique. A senior lecturer at the Institut des Sciences Politiques de Paris since 1990, he is also Vice-President of the French National Commission for UNESCO and French representative on the Committee on Space Research. Audouze has also taught at several major U.S. universities and is eager to promote French/U.S. synergies in the science and research sectors.

STAPLETON